

THE ACADIAN, WOL VILES, N. S., JUIY 16, 1225.
THE ACADIAN
DAVIDSON BROS., Printers and Publishors
Member of the Canadian Weckly Nowspaper Association. Member of Maritime Selected Weekles A. Subscription Advertioing Rate Cards and information respecting territory and samplee of





## [ Editorial

Our pulpits are our work clothes. Each of
ome kind of a sermon every day,
BUY MORE CANADIAN GROWN PRODUCTS THE LACK of a proper measure of loyal support to the pro-
ducers of their own country on the part of Canadians has been a serious obstacle to economic advance. In the matter of the con-
sumption of imported fruits and vegetables statistics indicate that we are cultivating an extravagant taste for out of season and tropiour own borders. During the month of January of the present year Canadians bought from the United States 2,086,665 pounds of ordinary pota-
toes valued at $\$ 25,372$, in a year when there were ample supplies toes valued at $\$ 25,372$, in a year when there were ample supppro-
of Canadian potatoes available, many of which failed to find a pro-
fitable market. In the corresponding period of 1924 we bought but 95,865 pounds valued at $\$ 2,341$. We bought $\$ 2,342$ worth of cabbage in January this year, against $\$ 1,730$ last January. In the past fiscal
year we bought outside of Canada $1,034,866$ bushels of ordinary
potatoes valued potatoes, valued ait $\$ 835,497$, and cabbage valued at $\$ 253,379$ or
more than a million dollars spent utiside of this country for these
two vere two vegetables, while he had plenty of them at home.
For canned vegetables, such as beans, peas, corn and tomatoes
we spent $\$ 60165$ in the twelve months outside of Canada. In we spent $\$ 601,675$ in the twelve months outside of Canada. In
fruits, we bounht in the United States in the tweve months 172,10, ,-
064 pounds of dried appies worth $\$ 32906$ or $\$ 900$, 064 pounds of dried appies, worth $\$ 32,906$, or $\$ 900,832$ for imported
apples while Canada holds the world's record for quality, and has
ample supplies. Other fruits which we bought in large quantitie apples while Canada holds the world's record for quality, and has
ample supplies. Othe otuits which we bought in large quatities
were, plums, $\$ 835,212$; strawberries, $\$ 764,593$; perte, $\$ 807,959$,
peaches, $\$ 609,318 ;$ grapes, $\$ 862,298$. For bananas we paid $\$ 4,194$,peaches, $\$ 609,318$; grapes, $\$ 862,298$. For bananas we paid $\$ 4,194,-$
071, for oranges, $\$ 6,409,805$ and for lemons $\$ 1,058,569$.
Canada is geographically so situated that for a portion of the year our people are dependent for variety in fresh froits on more
southerly countries, but there appears to be a decided tendency to
unduly cultivate the taste for imported fruits at the expense of unduly cultivate the taste for imported fruits at the expense of
those produced in our own country. If a great portion of the money sent out of Canada for these products could be spent with our own
fruit and vegetable growers the prosperity of the industry would
not only be enhanced but the country as a whole would be weatly not only be enhanced but the country as a whole would be greatly
benefitted. The launching of a campaign to intensify the demand
for home-grown produce among our people could not but result
beneficially. beneficially.

## NO CANADIANS IN CANADA

A VERY peculiar condition exists in this country which in the
interest of a sound and sane national spiritit should not longer
be permitted to obtain. It is now necessary for a Canadian to cross
the border into the United Snates in order that his be permitted
the border into the United States in order that his or her identity
may be established. Ostensibly while in this broad Dominion there may be estabisted. nine millions of people, none of themes are Cana-
are today more than nere
dians. Every race under the sum is duly represented, but Johnny
Canuck is a minus quantity. When in this country a proud Canuck is a minus quantity. When in this country a proud father
applies for a certificate of registration of birth at any district regis-
trar in Canada he observes a marginal note informing him that trar in Canada he observes a marsinal note informing him that
Racial origin will be described by stating to what people or tongu
each of the parents belongs, whether English, Irish, Scotch, French Racial origin will be described by stating to what people or tongue
each of the parents belongs, whether English, Irish, Scotch, French,
German, Russian, Ruthenian, Sovak, Galician, etc. The word's
"Canadian" or "American" should not be used, as they express nationality but not-a race of people.
Even a casual analysis of this remarkable statement, on the part of any fair minded person-it maters as as tits fallacy. More
will, we feel sure, furnish convincing proof
than anything else it is responsible for that lack of patriotic sentithan anything else it is responsible for that lack of patriotic senti-
ment which is all too often apparent, and without which no country
can truly prosper. A country without a soul! A people without can truly prosper. Aine millions of beings drifting upon the tide o
national spirit! Nine
Yankee jingoism and time-worn Imperialism. British statesmen are alarmed over present conditions in Can
ada, fearing a breaking away from the Empire. They need have no ada, fearing a breaking away from the the Eire. The need nave no
fears about Canada's loyalty so far as the Encerned. The
trouble with Canadians is that they are loyal to everyone but themselves. The people of the Dominion will neither be used as a buffer
for the annexation bogey of the United States nor the tail-end for
British Imperialism. Canada's best destiny is to remain within the Empire, using her status as a nation and building up a new Cana-
dianism-the only reasonable hope of the Dominion. dianism-the only reason hope

F MERC THE KIND WE ARE ENTITLED TO
F Merchants and their helpers were not a pretty good naby much contact with their home folks, they would have reason to
get irritated at times. There are some people who will send off or go to distant cities Then when they find that they want some little trifling article in a
hurry, they will rush down to the home store and demand that it
re hurry, they will rush down to the home store and demand that it
be supplied them instanter, and blame the store it it does not have
precisely what they want. They expect these stores to keep stocked precisely what they want. They expect these stores to keep stocked
up all the time on a wide variety of goods, yet they will not help
supply the all around patronage which is the only basis for keeping such a general stock.
It is a tremendous convenience and advantage to have a fine
group of retail stores in a town. Such establishments conneet a group of retail stores in a town. Such establishments conneet a
community with sources of supply that deal all over the world good store supplies the comforts and essentials of civilization, and
it is a wonderful benefit to have it close by where you can call on
it its service at any moment, and get its supplies and its advice.
But people can not expect to have the kind of stores their munity is entitled to on the basis of its population and wealth, if
they are constantly running off to other places to buy goods. Unless they are constantly running off to other places to buy goods. Unless
they give their patronage to their home stores, the home stores It is well to remember that the home stores and the men who
own and operate them are a tremendous force working all the time own and operate them are a tremendous force working all the time
in. Wolfville to provide this community with all forms of modern equipment, to improve its civic advantages and to advance its pros-
perity. When you support them, you back up and help your com-
nunity. perity.
munity.

Aeadian Want Advs. Are Worker!

THE HOME TOWN PAPER
The little country paper The little country paper
From the odd home town
Makes the city man smile
When it itomes Makes the city man smile
When it comes around. For he lays down the daily
And rons out his frown, When hen reads alit hhe newn,
From the old home town. No slanders or murders
Are on the fort page:
No crimes or vulgarity. No crimes or vulgarity,
No passions or rage. But a mirror--like reflection
of a peacful, seepy town,
Is stampectupon his memory
When the paper meme Is stamped upon his memory,
He reads about a melon
Grown by Farmer Hatch; Grown by Farmer Hatch,
Rempemberhe he used ot seal them
From the same melon palth.

## And then the paper pictures Big catches in the creeks

 Big catches in the creek,Where ene spent hours ishing
Every Saturday in the week, Across his mind there flasties
The combination traind
And he's standing at the depot And he's standing at the ' de There sweeps across his memor
That cand never grow
Tim The old, pine spring board
And the place he used to swif You can talk about the daily
The newsboys cry The newsoos cry around,
But its punk besidest the paper
From the old home town. pleasures of being An edition Yes, the average editor lives a qui
iife midet peace and plenty
Has it ever occurred to you-Has it ever ocuurred to you-
That the more he labors to aplift h
comsunit, the more afe his niotive questioned, the more are his notiv
That if hand in local po
ties, he is accused of being crooleat
 That io he advocates public improve
ment, he iocndemned and his motives That ind suspicion?
Tor law and orditer
That is harged width truckling to th That if he takes a stand for prohibi
tion. he is delounced as a fanatic?
That it headrocates light wines an
 he is tol to mind his oun business
that the poople have a right to buy
wher the please?
That if heblishes mailorder. ad
vertisements. the merchat


 leaders we have though the writ
knows he in apor specien?
That the growhor ont only the con
munity but the whole coomnty mean your success?
That you need: him as much as
need you? That this is enough for this time, but
the hopos it will be taken to heart by alt
and that justice willyet trign triumphant. RAISE YOUR OWN EHELD ROO
AND VEGETABLE SEED Despite the carefibi andi eamest super
vision, exercised by inpeecoros sand seeds
men, in the buyise and inspection


Come in and let us demonstrate to you the new CANADIAN BEAUTY RANGETTE. Takes the place of an oil stove.

Two burner size $\$ 35.00$. Three burners $\$ 45.00$ Oven can be supplied extra if desired.
Use electrical appliances in your kitchen this hot

## J. C. Mitchell

Kentville, Phone 251 Wolfvile; Phone 320









BANK OF MONTREAL
Established 1817
Total Aseste in excess of $\$ 700,000.000$


Enjoy the Verandah A feew pieces of Verandah Furniture make an extra Couch Hammocke
Couch Hammocks
Hammocks
Porch Shades
Vorandah

Woodman \& Company Phone $40-11$

Woltville

## Cash and Carry

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| CALDWEL-YER |  |  |

## The

## Wolfville

 CreedI believe in Wolfville and its possibilities; and I shall do my part to make it a better place in which to live.
I believe in good government for Wolfville, and I shall assume my share of the civic responsibility that rests on the shoulders of all our citizens.
I. believe in supporting local enterprises that make for community development, and shall contribute my moral support and energy to any worthy cause championed by
them. them.

I believe in patronizing home merchants, for they are greatly responsible for our having good schools and churches, better roads and promotion of the general welfare of this community.

I believe in making Wolfville clean and attractive, for a healthy atmosphere is an inducement to honest and right-thinking citizens.

I believe in boosting my home town at every possible opportunity; that thinking, talking and acting progress is the quickest and surest way to bring permanent prosperity to Wolfville--the best town in Canada---because it is MY HOMEI

## This is Our Creed. Make it YOURS!

| J. H. BALTZER |  |
| :---: | :---: |
| Stationicy, E, Nowlicies, Tobaccos |  |
| Hardware |  |
| CNLDWELE-YERXCA LTP. |  |
| H. E. CALKIN Drugzist |  |
| DON. CAMPBELL |  |
| Clothing, Boots and Shoes |  |
|  |  |
| DAVIDSON BROS. |  |
| M. R. ELLIOTT, M.D. |  |
| S. FRANK <br> Dry Goods, Boots and Shoos |  |

B. K. SAXTON
Milliner
L. W. SLEEP
Hardware

WATERBURY CO. LTD.
Mon's Furnichinge, Boote \& Shoe
Cont H. M. WATSOA
E. J. WESTCOTT Automobile Supplies A. M. WHEATON Coal and Kindling WILLIAMS \& CO.
Jeweller, Engravor, Optician WOLFVILLE FRUIT CO. LTD. Groceries and Fruite. WOODMAN \& CO. B-A. in Younc


$\square$
Woods Coffers The Prqhorvado

CHEER, INSPIRATION and DELIGHT
to the last sip in the CUP
Order a pound to-day
W. O. Pulsifer, Wolfville Phone 42

Subscribe te The Canning Acadian wolfville

The Canning Acadian
devoted to the interests of canning and vicinit

Advertise in The Canning Acadt

| ank Thee, Lord, for turength of arm |  |
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| , ank. Thee Lord, tor strength of amm |  |
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| chat abo soim, m need is rom |  |
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| I thank Thee much for place to rest, But more for shetter for my guest. |  |
|  |  |
| Enoume bestamed dith loveless folk |  |
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|  | Thy lose their load coll spare, |
|  | Yet dearer io Thy lovel I share. - Mrse Elizabeth Morgan Dormbush |
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The name "Red Rose" has been a guarantee of quality for 30 years
 TEM" is good tea" The ORANGE PEKOE is extra good. Try it!

## ACADIA UNIVERSITY

Degrese in Arts and Science, Household Economica Afluation with weogy Mericial and In Enginerinerign Schools. For information, apply The Registrar
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Acadia Collegiate and Business Academ/

For Calendar, apply Prinecipal W. L. Archibald, M.A. Ph. NEW GYMNASIUM

WOLFVILLE, NOVA SCOTI


THE THINKING MOTORIST nEvER ARGUES AGAINST

## INSURANCE!

He knows that should Fate go against him and he should loose his car by fre or theft or become involved in some accident-that an Auto Insurance policy will protect him against financial loss,

Follow his example, Mr. Motorist, if you're driving about without some kind of financial protection on your car Get in, touch with us to-day. It's better to let us carry the risk for
H. P. DAVIDSON
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## YOU CAN LAND THE ORDER QUICKLY BY TELEPHONE

There's hardly enough business to go round com So, when you hear of a bit you think you can pick up,
you want to go after it hard-and quick! way. The quickest and most effective way is the Telephone Get your prospect over the Long Distance Telephone
Lines, make him your proposition by the frank, spoken
word and get his decision right


The Maritime Telegraph \& Telephone Co., Ltd.


## The Port Williams Acadian



## MonumentS

 "unin in tut


## Maritime

Monument Works
171 KEMPT ROAD, HALIFAX

## LAST WEEK OF THE BIG SETLE

be too late. prices withdrawn Saturday 11.30 p.m. Thousands have taken advantage, don't Skirts $\$ 1.95$ Suits; $\$ 9.85$; Dresses $\$ 1.95$ to $\$ 3.05$; Corsets 98 c .; Satinette Slips
98c.; Underwear 69 c.

Many other specials at

## W. A. STEPHENS

WINDSOR, N. S.



If your hope is to see your boy a success in world, securing independence and comfort-the wie of so many, yet the attainment of so few-adq regular savings plan for him now, and teach him his tender years the value of saving something on
every dollar. every dollar.

THAT WAY UES his success.
The Rowol Bank of Carida
Wolfville Branch
R. Crevhhon, Manager
Port Williams Branch
R. s. Hocken, Manager


## At Last He Advertised

Don't wait until you have to advertise your business for sale, to learn the benefits to be derived from advertising.
Advertising is the Luther Burbank of modern busi-
ness; It makes money grow where only moss grew before.
It plants the seed of properity in the ness It makes money grow where only moss grew before,
It plants the seed of prosperity in the untiled land of op-
portunity, and it garners a harvest of wealth for the farportunity, and it garners
sighted and enterprising.

We can supply you with ads written by experts-men who make advertising their life's business, and know how you with illustrations the best that. can be purchased
anywhere the product of the highest paid commercial anywhere- the product of
artists in the world today

Have our ad man call today and show you the Bonnet-Brown Sales Service of ads and cuts for overy utwery

The Acadian


## Treasure Trail

By Frederick Niven
筑




 C

## 运


 A hen is not supposed to have
 A rooster hasn'c a lot
Of inteligence to show, But none the leser mosit roste
Enough good sense to crow
 The busy bitte bees they buzz,
Buls beilow and cows moo,
The watchdogs hark, the pand The wathdow and corkw, moon,
And doves and pigeons sanders quacks
The peacock spreads his tail and scuawke
Pige scuaal
And even the sebin sents singe And even the serpents slow, en
To hiss before they sting.
But man, the greatest masterpiece
That nature ould devise
Will sometimes siop and hesitate
Before he"ll advertine


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-1
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Vol. XCuy. No. 3n



 is pocket and left some specimens of
ore with me, alt unconscious of h what
oe was doing, I thought I would hit out


call an arriere pensee", said Movie Billt
W. Went konow, why we do the right
thing sometimes."

 But you are all quixotic, Bill, There
was noo arfiere pense owith you, deppite
all you say, You did it just out of real
arierdship, Y, Movie Bill lit a match, lit his cigar-
treand aliew so great acloud of smoke
hat he hid his eyes from the gaze of
hat that he hid his eyes
Ansus MacPherson.
Ont, shoot!" he said. To change a conversation not at all
to his mind rather than because he was urgenteer, asking:
to. Wher and Banting intend is
to do if you found the vein?

 miners. Was one of you to sit right at at
hhe ppace and hold of everyod else
ivt
Nelson, gun till the other went out to
Nossland, or somewhere tor
Nelson, or . Rossland, or somewhere for
a licens?
Greer liaghed.
Goh we have miners', licenses




 "Very interesting," he said. "It is
all ${ }^{\text {niteresting }}$, the ways of all "rades
the littele ins and outs of this old world all inte
he
Well itt
Wust
Wust Mine is just back a little ways
You really came up too far north. That
rock-silid over there sent you coasting
down it and up again, too far north.


 putting the numbers one to whom sug-
teted
He was the only
as not something of the quality of a yas not something of the quality of a Pise accustomed to his own craziness.
Picool culd not fithom it at all He
had met many differnt tind of men
 sod there


## How To Write Want Advertisements

## What to say---and how to say it--facts that

 influence the results you are after.Results from classified advertisements depend largely upon how the advertisements are written. The following are suggestions that might prove helpful in properly writing a classified advertisement:

Don't try to save space by abbreviating or leaving ou
words. Use plain English and enough of it to tell all about the proposition.
Point out in your proposition the things in which you
think the prospect would be most readily interested. Select the strongest selling point; this may be th price, the opportunity to make or save money, the exclu-
siveness of the proposition or location, the size, the terms or any one of a hundred things.
Emphasize this point or points to arrest the reader's
eye as he glances through the classified columns; this can accomplished by placing the most important feature at the head of the advertisement or by the use of large
type. Inasmuch as the amount of money involved is a vital
factor in all transactions prices should be given. cor in transactions prices should be given.

A man does not want to waste time looking up a pro-
ition when he does not know whether it is within the range of his pocketbook. He answers those advertisements
he knows come within the price he has in mind. Many people will not answer an advertisement that omits the
price people will not answer an advertisement
price, feeling that the advertise inten
mention the price because it is too high.

The number of replies lost because the price is too low or too high is more than made up by the response
gained from those to whom the price is right and who probably would not have replied at all if the price had Make Make your classified advertisement specific. If it is
sold on terms, point out the specific terms, not just "easy
terms", but " $\$ 10$ down and $\$ 5$ a month". able", "convenient", "good", "beautiful", "easy", "desir ${ }^{\text {Al }}$. able"' "convenient", "good", "beautiful", "wonderful",
The pulling power of the classified advertising lies in
It is always well to impel action at the end of an ad
need for the thing advertised, but the wording of the ad
vertisement somehow lacks the power of suggestion to vertisement so
induce action. To overcome this it is advisable to use a phrase that
helps the reader to respond at once. "First, caller gets
this." "This will not last long at the price," "This is a special offer, see Mr. Smith before noon," "Telephone
us and we well call for you in our car," and other such us and we well call for you in our car,
phrases often stimulate immediate action.

Another element that invites immediate response i
make it easy for the person answering the classified ad vertisement to find you.
A telephone number is usually very easily called and
many people dislike to call personally unless they many people dislike to call personally unless they can
determine further details by telephone conversation beforehand.
On the other hand, street addresses should be given
wherever possible, Some people have no telephone, others dislike using
it and therefore prefer calling in person. it and therefore prefer calling in person.
Not only make it easy for the reader to answer your
advertisement but always be on hand to answer calls when advertiseme.
This seems like rather foolish advice, yet experience in classified advertising proves that many people expect a classified advertisement to bring returns when they are
not even present to receive the answers or will depend on not even present to receive the answers or will depend on a person to receive the ans
about what is advertised.
Repetition has a certain strength. Classified Ads that readers pass by the first week receive interested attention

One of the peculiarities in classified advertising is the
act that an advertisement may run several weeks and not fact that an advertisement may run several weeks and no least a single result, yet the following week, possibly when
leanswers will come from every quarter. For this reason, experienced advertisers order their advertise-
ments to run a number of weeks.

## The Acadian

## Complete. Printing Service

Telephoine 217
Wolfille, Nowa Scotia
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ille, 4, 6,6
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Ladiee' Doubl
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feated Mrs. Co
Wolfivile, $6-3$
Men'idoubl
Kentville, defea
and Prof. Balcon
Mixed Dou
and Victor
McLean and F
$6-1,5-7,8-6$
Chute, Wolfville,
Hill and Forred M
Blanchard Thom
ed Mrs. Neweom
ville, $6-1,6-4$.
Dr. Leslie Eato
Mrs. Gordon Nea
Mrs. Gordon Ne
Kentville, $7-5$,
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MRS. 3
Word was rece
the death of Mrs
look place in St
York, Tuesday,
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Acadia Seminary
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